

Historic, Archive Document

Do not assume content reflects current
scientific knowledge, policies, or practices.

Spotlight

ON FOREIGN MARKETING

A 280.39
F76S
CP2



U. S. DEPT. OF AGRICULTURE
TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

AUG 29 1966

G & R-ASF

July 1966

Volume IX, No. 6

COOPERATOR LUNCHEON

FAS and the Cooperators will be having a luncheon meeting July 26 at 12:15 p.m. in room 6962 of the USDA South Building in Washington, D.C.

The main speaker will be Frank D. Arn, Director of Advertising, Florida Citrus Commission. He will be telling about the brand advertising program recently launched in the United Kingdom whereby brand advertising costs for frozen orange juice are shared by the private firm, the Florida Citrus Commission, and FAS.

COTTON MERCHANDISING SEMINARS HELD IN JAPAN

Nine merchandising seminars were held by the Japan Cotton Promotion Institute in important textile distribution centers, May 25-June 2 as part of the preparation for the 1966 Cotton Weeks promotion in Japan.

Purpose of the seminars was to improve salesmanship of retail and sales department personnel and to acquaint them with the trend of newly finished cotton goods and fashion in



Improved salesmanship for cotton goods was the subject at merchandising seminars in nine Japanese cities, May 25 - June 2.

America. Nearly 500 members of Japanese firms and organizations participated.

Richard T. Alexander, assistant director of sales promotion, and Elizabeth Clark, retail promotion specialist, National Cotton Council, conducted the seminars.

COTTON INSTITUTE PROGRAM

The newly formed international cotton institute is developing its plans for an expanded research and promotion program in Western Europe and Japan

to help increase the demand for cotton and meet the competition of man-made fibers. Considerable interest is reported among the cotton exporting countries. Uganda, last month, became the seventh cotton exporting country to join the Institute and others are expected to follow.

The Department of Agriculture and Cotton Council International are assisting in the development of the program and are financing and supervising certain country programs until such time as the Institute is ready to take over. Read Dunn is on leave of absence from CCI and the National Cotton Council to serve as executive director of the new organization. Certain market development activities for cotton which will not be covered by the Institute, such as the program in Canada, will be continued under the sponsorship of CCI.

U.S. FOOD TRADE EXHIBIT IN DENMARK WELL ATTENDED

U.S. processed foods were displayed for about 4,000 food distributors of Europe and the Danish public at the 1966 AIDA exhibition in Copenhagen, Denmark, June 23-July 3.

The exhibition was opened by the Danish Royal Family, King Frederik, Queen Ingrid, and Princesses Margrethe and Benedikte, who were received and conducted through the U.S. display by American Ambassador, Mrs. Katharine E. White.

Five U.S. cooperator organizations had exhibits at the show. The U.S. Rice Council exhibit stressed the convenience, the versatility, and economy of U.S. rice. Rice recipe leaflets were

passed out to the audience. The California Raisin Advisory Board and Florida Citrus Commission also had consumer exhibits.

The exhibit of the California Cling Peach Advisory Board was aimed at the food trade—chiefly in Scandinavia. Discussions took place with many of the major handlers of canned peaches in Denmark during the show on how consumer advertising programs and point of sale promotional materials could help them sell California cling peaches.

The Institute of American Poultry Industries exhibit was aimed primarily at the European trade but also featured several products new to Danish consumers such as smoked whole turkeys and turkey rolls.

BEEF PROMOTED IN BERN

Attache Print Hudson and the American Meat Institute cooked up a beef symposium, demonstration and dinner for 130 representatives of the Swiss trade at the Casino Restaurant in Bern, May 10. A principal target was the hotels and restaurants catering to the 9.5 million tourists who visit Switzerland each year. U.S. top quality beef cuts were featured.

William Laufensweiler, an American-German speaking chef with the Harding Williams Catering Company, Chicago, conducted a beef cutting demonstration. Ellard Pfaelzer, Pfaelzer Brothers, Chicago, a purveyor of quality U.S. meats, was present to lead the discussion and answer questions of the guests.

Considerable interest was indicated by the tradesmen present and some new

business in Switzerland for U.S. top quality beef is anticipated as a result of this event.



Gene Vickers, the new Director of Planning and Special Projects for Western Wheat.

GREAT PLAINS/WESTERN WHEAT

Gene Vickers, Director of Foreign Operations in the Washington, D.C. office for Great Plains Wheat, has moved across the hall to become the Director of Planning and Special Projects for Western Wheat. Gene was previously stationed in the Philippines as the regional director for Southeast Asia for Western Wheat.

Joseph Halow, who joined Great Plains in January this year, has moved up to become the Director of Foreign Operations. Joe is a Phi Beta Kappa, graduate cum laude from George Washington University, and speaks five foreign languages—German, Spanish, French, Portuguese, and Arabic. Previous to coming with Great Plains, he

worked on foreign sales and promotion for several U.S. companies.

George Wood, is the new program coordinator for Western Wheat. George grew up on the family wheat farm near Walla Walla, Washington, and recently received his masters degree from Oregon State with a thesis on economic considerations in marketing wheat. He replaces Winn Tuttle who will be opening up an office for Wheat Associates in Taipei later this year.

EXTENSION SERVICE TEAM STUDIES MARKET DEVELOPMENT

An Extension Service Grain Marketing Team recently returned to the U.S. from a market development grain study mission to Australia, the Philippines, and Japan. Purpose of the FAS project was to assist the team members in developing more complete and up-to-date grain marketing education programs for farmers and the local grain trade in their home States and regions.

Dr. E. Dean Vaughan, FES Washington, directed the project and was leader of the team. Clancy Jean, Grain and Feed Division, was FAS advisor to the project.

The team members were Dr. William S. Farris (Purdue University), Dr. Norbert A. Dorow (North Dakota State University), Mr. Hugh J. McDonald (Kansas State University), Mr. James R. Enix (Oklahoma State University), and Mr. Ray H. Teal (Oregon State University). All team members were Extension Service grain marketing or public policy specialists.

The team members were given a selected list of references and various informational materials on foreign grain marketing to study in advance of

travel. In addition, each team member was given a special subject-matter assignment in which he was to serve as "expert" for purposes of interviews, questions, etc. during the team's travel. Briefings for the team were held in Washington, D.C. and Portland, Oregon.

The team visited Australia as a means of evaluating the grain marketing program of a competing country and determining what it means to U.S. wheat.

In the Philippines and Japan, they received an intensive short-course in wheat marketing and market development, visiting with trade and government representatives and inspecting all types of sales agencies and service facilities. The team was impressed with the wide variety of technical assistance type market development activities of Wheat Associates and the offices of the Agricultural Attache.

Some of the programs planned by the team members as a result of their project include:

- (1) A complete written report of the study mission with the observations and comments of the team members. The individual team members have been assigned specific chapters for the printed report.
- (2) On June 29-30 and July 1, 1966, team members provided a foreign trade in grain marketing program for a joint conference of the Spring Wheat and Winter Wheat States Extension Grain Marketing Committees in Denver, Colorado. University research and extension staff from a dozen or more States participated.

- (3) In the planning stage is a series of foreign trade grain marketing seminars by team members for farmers and the grain trade. The seminars are to be held in North Dakota, Kansas, Oklahoma, and other States not yet finally determined.
- (4) An undetermined number of educational program activities, including speaking engagements, articles, reports, etc., will be made by individual team members in their home States and to a lesser extent in regional and national programs.



Carl C. Scott (left), is about to leave for Tokyo as the country representative for the Institute of American Poultry Industries in Japan. Shown at the right is Yutaka Yoshioka, First Secretary at the Japanese Embassy in Washington.

FEED GRAINS COUNCIL

Several personnel changes have been announced by the U.S. Feed Grains Council.

Conrad Amavisca, 31, Yuma, Arizona, is to be the new Council director

for Spain and Portugal, replacing Jose Rivera who has resigned to devote full time to family enterprises. Amavisca speaks fluent Spanish and has had practical experience in raising and feeding cattle on the family ranch in Arizona. He served as a salaried graduate assistant in animal nutrition at the University of Arizona before receiving a master's degree in ruminant nutrition at the University this year.

Dr. Klaus Werner, 35, formerly with the feed additive and feed related products firm of Lohman and Company, is the new Council director for West Germany, replacing Egon Schoel who has taken a position with the feed firm of C. F. Gunther and Company in Hamburg. Werner has a background of practical experience and work training, as well as high level formal schooling in agriculture.

Soto J. Vlastaris, 55, business and agricultural specialist and second-in-command at the council office in Athens, moved up to the position of director July 1, replacing T. A. Lykiardopulo, who has retired. Vlastaris has farmed his own land in Greece, and has had experience in business administration and accounting as well as service on agricultural assignments with UNRRA and State Department missions.

Robert D. Fondahn, 35, who for the past three years has been assistant director for Wheat Associates in Japan, will be joining the Washington Council staff August 1 as director of public relations. He will also provide assistance in supervision and development of marketing plans, liaison with government and industry, production and research. Fondahn formerly was executive secretary of the Washington Association

of Wheat Growers, and previously operated a 4,000 acre wheat and cattle ranch.



Peter Pohl (right), Country Director for the Institute of American Poultry Industries in Germany, was at dockside in Hamburg to observe the unloading of the first containerized shipments of poultry and to meet F. Roever (left) and other German importers who are participating in this venture.

TRADE EXHIBITS SCHEDULED AT VIENNA, MUNICH, PARIS

The concluding overseas U.S. food promotion exhibits of the 1966 season will be the International Fall Fair in Vienna, Austria, September 11-18; the IKOFA (International Exhibition of Groceries and Fine Foods) in Munich, West Germany, September 17-25; and the SIAL (International Food Fair) in Paris, France, November 13-21.

In addition to food displays and demonstrations for the public, each of the 3 exhibits will have a "trade only" area where admission is limited to visiting trade representatives. In this area, U.S. food processors and dis-

tributors or their overseas agents may obtain exhibit space without charge for display and sale of their products. The company must provide its own booth decorations, commodities, and a personal representative.

Similar exhibits in Western Europe this year have produced substantial export business for U.S. food processors, according to preliminary FAS reports. U.S. participants in a "trade only" exhibit in Utrecht, Holland, in April report actual orders of approximately \$600,000 and future business of at least \$2,500,000 as a direct result of the event.

Carl H. Jahns, formerly with Young & Rubicam in Germany, has been appointed a promotion specialist for the Institute of American Poultry Industries office in Frankfurt.

USDA "E" AWARDS

Membership in the exclusive USDA "E" Award program for outstanding accomplishments in export expansion continues to grow. Those receiving awards during the past six months are as follows:

Darling and Company - Chicago, Illinois (Exporters of inedible tallow, grease and crude peanut oil.)
I. S. Joseph Company, Inc. - Minneapolis, Minnesota (Exporters of grain and by-products, and fats and oils.)

Pacific Supply Cooperative - Portland, Oregon (Exporters of grass seeds, peas, alfalfa pellets and animal protein meals.)

CWT Farms, Inc. - Gainesville, Georgia (Exporters of hatching eggs for broiler chickens.)



HERE and THERE

Secretary Freeman and FAS Administrator Ray Ioanes attended the fifth meeting of the Joint United States - Japan Committee on Trade and Economic Affairs in Kyoto, Japan, July 5-7. The Secretary also made stops in Pakistan and India before returning to the U.S.

Great Plains Wheat has been having a busy schedule of visiting trade teams. A four-man Dutch team was here last month and a five-man German team the previous month on get acquainted tours of the U.S. wheat industry. The Netherlands is now the biggest dollar customer for U.S. wheat in Europe. West Germany is also a substantial buyer in order to improve the baking characteristics of its domestic soft wheats.

Dan Sheppard, assistant attache in Rome, is leaving the eternal city to become Agricultural Attache in Beirut. Glen Tussey, formerly Chief of the Cotton Division Foreign Marketing Branch, will be Dan's replacement in Rome.

The Belgian Cotton Institute got some publicity for cotton through sponsorship of an outdoor cotton poster contest for commercial artists. The site was a busy square in Brussels across the street from the city's largest department store. Dozens of artists worked long hours before large crowds. The event attracted cameramen from the national television and provided some effective, low cost publicity for cotton in Belgium.

The Trade Expansion Committee of Great Plains Wheat met in Washington, June 22-24, to confer with Washington officials and discuss plans for marketing of wheat. J. W. C. Davis, Committee Chairman, Colorado; Andrew Brakke, Chairman of the GPW Board of Directors, South Dakota; M. H. Gifford, North Dakota; and Dean Carter, Oklahoma, attended.

A new cotton news service has been developed by Cotton Council International in Europe. The service is published in English, French, and German, and over 100 trade publications have asked to receive it. Preliminary results for the first mailing showed 84 reprints in Austria, Germany, and Switzerland from 15 news releases.

A three-man Pakistan oil team is visiting the U.S. this month as guests of the Soybean Council. Processing methods and uses of soybean oil are being studied. Two of the visitors are members of the Vanaspati Association and the third member is a journalist who will be reporting on the team visit to readers in Pakistan.

FAS and the American Soybean Association have a team in Japan developing a consumer promotion program for soybean oil. The team members are Chester Randolph, ASA; George Parks, FAS; and Robert Blake, international marketing consultant and formerly president of Minute Maid International.

An updated listing of the addresses and phone numbers of the overseas offices of U.S. market development cooperators will be coming to you this month. If you would like additional copies, let us know.

